

## **ABSTRACT**

*The Communication Strategy of the West Java National Narcotics Agency (BNN) in preventing narcotics abuse among Bandung students. The author will focus on planning the communication strategy carried out by the National Narcotics Agency (BNN) in the prevention, eradication of narcotics abuse among Bandung city students.*

*The research method used in this study was a qualitative method with a case study approach that reveals the activities carried out by the National Narcotics Agency of West Java. Data collection is done by interviews, field observations, and supported by documentation from agencies.*

*The results of this study stated that the communication strategy included research or research, planning communication activities, carrying out plans such as counseling and communication through social media in the form of Instagram, collaborating with universities in Bandung and building anti-drug task forces at the University in collaboration with students in Bandung City.*

*Keywords: BNN (National Narcotics Agency) West Java, Bandung City Students, Communication Strategy.*